

IN THE CLAIMS

Please amend the claims as shown in the attached replacement sheets submitted under 37 C.F.R. § 1.12(c). Claims 1, 2, 4-8, 24-28, 30-32, 34-35 and 38-43 have been amended. Claims 3, 33, 36 and 37 have been canceled. Claims 44-47 have been added. A redline version is enclosed to illustrate the amendments to the claims.

IN THE SPECIFICATION

Please amend the specification as follows:

At page 12, line 15, delete “(n=19)” and insert therefore --(n=30)--.

REMARKS

Reconsideration of the pending claims based on the amendments and remarks presented herewith, is respectfully requested.

Claims 1, 2, 4-11, 24-32, 34-35 and ³⁸~~37~~-47 are pending. Claims 1, 2, 4-6, 8, 24-28, 30, 32, 35, 37 and 43 have been amended to satisfy the requirements of Section 112(2).

New Claims 44 and 45 are based on original Claims 1, 3 and 36. Support for new Claims 46 and 47 directed to administering a floral-aldehydic perfume odor, is in original Claims 3 and 7. No new matter is added with the amendments and the addition of Claims 44-47.

The specification has been amended to correct the “n=” value as n=30. Support for the amendment is at page 8, lines 21-22 (“*thirty* adult pre-menopausal, perialivatory women....”).

Rejections under 35 U.S.C. § 101 and 35 U.S.C. § 112(1).

The Examiner rejected Claims 1-11 and 24-43 under Section 101 for a lack of utility, and under Section 112(1) for lack of enablement. These rejections are respectfully traversed.

The basis of the Examiner’s rejections is that it is not reasonably believable that “commonly encountered diverse odors” as claimed would enhance (or inhibit) female sexual arousal. The Examiner asserts that one skilled in the art of human sexuality would not accept the data provided in Applicant’s experimental examples. The Examiner contends that the observed

effect of female sexual arousal, i.e., causing increased blood flow to the vagina, is the result of a “placebo-effect” and not caused by the odorant(s) themselves.

A placebo, as used in research, is an inactive substance or procedure used as a control in an experiment. A placebo effect occurs when the placebo, which cannot on its own merit have any affect, does in fact have the same or similar affect as the experimental substance or procedure.

Applicant submits herewith the Declaration of Dr. Alan R. Hirsch, the inventor and Applicant of the above-referenced application. The Declaration refers to the Example provided at pages 8-11 of the application.

As stated by Dr. Hirsch, a randomized, double-blind test was conducted to evaluate a series of scents on the change in blood flow to the vagina of 30 female test subjects. As such, neither the female subjects nor the test administrators knew which scents were being tested at any given time during the study.

The test involved an initial 3-minute acclimation period, followed by the application of a surgical mask with no odor (blank mask) during which the vaginal flow was recorded for a baseline measurement. The female subject was questioned about the odor of the blank mask. The mask was removed for a 3-minute “washout” period during which vaginal flow was measured, to allow blood flow to the vagina to return to baseline. A series of 10 surgical masks pre-impregnated with different odorant(s) were similarly administered to the female subject while obtaining blood flow recordings, with a 3-minute washout between each mask. A blank mask was then administered and recordings obtained.

Statistical analysis of the data was independently performed by the University of Illinois, School of Public Health. The results, shown in Tables I-V, support Applicant’s finding that odorant(s) can be administered to a female individual to cause an increase (or decrease) in blood flow to the vagina.

The Examiner has provided no legitimate basis for his rejection of the claims based on a lack of utility and non-enablement. Applicant has submitted suitable evidence in support of the claims and the effect of his method on female subjects. Accordingly, withdrawal of this rejection is respectfully requested.

Rejections under 35 U.S.C. §112(2).

The Examiner rejected Claims 1-11 and 24-43 under Section 112(2) for the use of indefinite claim language.

The claims have been amended as suggested by the Examiner to replace the phrase (alter) “vagina blood flow” with “altering blood flow to the vagina” and “effective to alter blood flow to the vagina.”

As further suggested by the Examiner, the Title has been amended.

Accordingly, it is submitted that the claims as amended satisfy the requirements of Section 112(2), and withdrawal of this rejection is respectfully requested.

Acknowledgement of Allowable Subject Matter.

At page 6 of the Office Action, the Examiner acknowledged that the elected species – a mixture of cucumber and licorice-based odorants – is free of the art. Accordingly, it is submitted that any claims readable thereon are allowable.

It is further observed that no art rejections have been put forth for depending Claims 5, 8, 24-32, 38, or 43. These claims have been amended to incorporate the limitations of the independent claim and any intervening claim. It is therefore submitted that these claims as amended are in condition for allowance, and withdrawal of the rejection of these claims is requested.

The Examiner stated that the claims have been examined over the art “only insofar as they read on a floral aldehydic perfume odorant” *and* a pheromone/musk smell which the Examiner maintains is a “well-accepted sexual arousal odorant.”

Rejection under 35 U.S.C. §102(b) (Chanel No. 5)

The Examiner rejected Claims 1-4, 6, 7, 9, 33, 35-37 and 39-42 for lack of novelty under Section 102(b) based on Chanel No. 5, a known floral-aldehydic perfume odorant. This rejection is respectfully traversed.

The basis of the Examiner's rejection is that a woman wearing Chanel No. 5 would inherently experience an increase or decrease of blood flow to the vagina by inhaling the perfume.

First of all, Claims 1-4, 7, 9, 35, and 39-43 as amended do not read on a floral-aldehydic perfume. Thus, the claims at issue are Claims 6, 44 and 46-47.

Second, in order to find anticipation through inherency, the Examiner must show that the undisclosed property is necessarily and inevitably the result of the teachings of the prior art reference and not merely possible or probable.

Claim 6 recites administering an odorant to decrease blood flow to the vagina of the female by about 10-20%. Claim 44 (based on original Claim 1) recites administering an odorant to increase blood flow to the vagina by about 10-30%. Claims 46-47 recite a method of decreasing or increasing blood flow to the vagina with a floral-aldehydic perfume odorant.

With regard to Claims 6, 44 and 46-47, the Examiner must show that Chanel No. 5 necessarily and inevitably decreases or increases blood flow to the vagina and, with regard to Claim 6 that the decrease is about 10-20% over a baseline blood flow of the female individual, and with regard to Claim 44 that the increase is about 10-30%.

As shown in Table V, administering a floral-aldehydic perfume to a subgroup of females who were negatively aroused sexually by manual genital manipulation by a partner, resulted in a *decrease* (of -14%) in blood flow to the vagina over the baseline measurement. However, as shown in Table II, there was an *increase* (of + 18%) in blood flow to the vagina in a subgroup of females who reported being highly aroused by masturbation. It is also noted that, as shown in Table 1, the overall results to the entire group of female test subjects showed an average zero to 1% increase in blood flow to the vagina when administered a floral-aldehydic perfume odorant. Therefore, inhalation of Chanel No. 5 perfume by a female individual does not necessarily and inevitably result in a decrease or increase blood flow to the vagina of that individual.

Accordingly, Chanel No. 5 can not anticipate the claims through inherency, and withdrawal of this rejection is respectfully requested.

Rejection under 35 U.S.C. §102(b) (Cutler)

The Examiner rejected Claims 1, 33 and 34 under Section 102(b) as anticipated by USP 5,155,045 (Cutler et al.). This rejection is respectfully traversed.

The basis of the Examiner's rejection is that Cutler teaches administering male axillary secretions – which the Examiner classifies as “pheromones” - to the female nasal region which would inherently increase blood flow to the vagina. The Examiner also asserts that Cutler takes a baseline measurement prior to administering the “pheromone.”

Cutler describes applying male axillary secretions to the nasal region of a female to alter a female *endocrine* response – such as the length of a menstrual cycle. As stated by Cutler at col. 11, lines 7-9:

It is theorized that male axillary secretions naturally stimulate the female endocrine system to produce higher levels of estrogen.

According to Cutler, exposure to male axillary secretions – which comprise androgen steroids – stimulate the female endocrine system to produce higher levels of estrogen – female sex hormones, to alter or regulate the length of the menstrual cycle of a woman. Estrogens are produced in and secreted by the ovaries and control the course of the menstrual cycle in humans by stimulating or regulating the growth and development of the uterus.

Menstrual flow is a mixture of blood and disrupted endometrium (internal wall of the uterus) that passes out of the body.

Clearly, this does not teach or suggest Applicant's method of increasing blood flow to the vagina. Accordingly, withdrawal of this rejection is respectfully requested.

Rejections under 35 U.S.C. §102(b) and §103(a) (Durden-Smith)

The Examiner rejected Claims 1, 2, 4, 9, 33 and 35 under Sections 102(b) and 103 as anticipated by, or obvious over, Durden-Smith et al. (*Sex and the Brain*, 1983). These rejections are respectfully traversed.

The basis of the Examiner's rejection is that as evidenced by Durden-Smith, it is “well-recognized” in the art of human sexuality that male sex hormones (which the Examiner classifies as “pheromones”) and/or male secretions such as human sweat enhance sexual

attraction and sexual arousal in females. On that basis, the Examiner maintains that a female would inherently experience altered blood flow to the vagina by inhaling such components. The Examiner also maintains that certain elements of the claims would be obvious in view of Durden-Smith's disclosure.

The Examiner's position is misplaced. There are no proven human pheromones nor is there any evidence that inhaling either male sex hormones or male secretions (e.g., sweat) would cause the increase or decrease blood flow to the vagina.

Durden-Smith discusses the existence of pheromones in *non*-human animals such as rats and mice, and rhesus monkeys. Additionally, throughout the publication, the authors report on the *speculation* of various scientists as to the *possibility* of human pheromones. For example:

"...And McClintock's and Russell's work, among others', has forced scientists to think again about the *possibility* of human pheromones." (at page 216, last paragraph, emphasis added).

"All of this research is still in its infancy." (at page 217, last paragraph).

"Michael and Keverne were careful in their reports; they stressed that human beings were not rhesus monkeys; they argued only by inference and association." (at page 219, last paragraph)

"In the late 1970's, George Dodd...identified two compounds in human sweat which he believes to be likely candidates...One of them...is called, in short form, alpha-androstenol...It is related to musks and to androstenone... *Dodd, then, remains tight-lipped, especially about the part alpha-androstenol may play in sexual attraction.* All he will talk about is "strong suggestive evidence for a physiological role." (at page 221, second last paragraphs, emphasis added)

Durden-Smith provides no support for the Examiner's position of the existence of human pheromones or that inhaling male sex hormones and/or male secretions (e.g., sweat) would inherently alter blood flow to the vagina of a female individual.

Furthermore, Applicant is not claiming the use of pheromones. The speculation in Durden-Smith of the possibility of certain substances playing a role in human sexual behavior does not teach or make obvious Applicant's method as claimed to alter the flow of blood to the

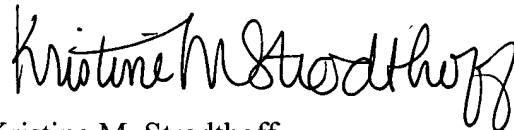
vagina particularly in the use of certain odorants and odorant mixtures, none of which are described or suggested by the cited reference.

Accordingly, withdrawal of these rejections is respectfully requested.

Extension of Time. Applicant hereby requests a two-month extension of time to extend the time for response to **June 30, 2001**. A check in the amount of **\$195.00** is enclosed herewith to cover the extension fee. Please charge any additional fee required to Account No. 232053. Applicant is a small entity.

Based on the amendments and above remarks, it is submitted that the present claims are in condition for allowance, and notification to that effect is respectfully requested.

Respectfully submitted,



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Dated: July 2, 2001

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Enclosures:

Replacement Claim Sheets
Redline version of claims showing amendments
Declaration of Dr. Alan R. Hirsch

WHAT IS CLAIMED:

1. A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant effective to alter blood flow to the
vagina;

wherein the odorant is selected from the group consisting of a mixture of licorice-based
and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a mixture of
lavender and pumpkin pie odorants, a mixture of baby powder and chocolate odorants, and
combinations thereof.

2. The method of claim 1, wherein the odorant is effective to increase blood flow to the
vagina of the female individual by about 10-30%.

4. The method of claim 1, wherein the odorant is effective to increase blood flow to the
vagina of the female individual by about 4-15%.

5. A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is selected from the group consisting of a mixture of a licorice-based and
cucumber odorant, a baby powder odorant, a mixture of a lavender and pumpkin pie odorant, a
mixture of a baby powder and chocolate odorant, and combinations thereof.

6. A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is effective to decrease blood flow to the vagina of the female individual by
about 10-20%.

7. The method of claim 6, wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, and a cherry odorant, a mixture of licorice-based and cucumber odorants, and combinations thereof.

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cont
8. A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, a cherry odorant, and combinations thereof.

9. The method of claim 1, wherein the concentration of the odorant is effective to provide a suprathreshold but not irritant amount of the odorant.

10. The method of claim 9, wherein the concentration of the odorant is at about 25-55 decismel units.

11. The method of claim 1, further comprising: having the female individual inhale the odorant for about 1-3 minutes.

C3
24. A method for altering blood flow to the vagina of a female individual, comprising:
determining a level of sexual arousal of the female individual to manual genital manipulation, to masturbation, or both; and
administering to the female individual by inhalation of [an odorant] to alter blood flow to the vagina.

25. A method for altering blood flow to the vagina of a female individual, comprising:
measuring a baseline blood flow to the vagina of the female individual; and
administering to the female by inhalation of [an odorant] to alter blood flow to the vagina.

26. A method for altering blood flow to the vagina of a female individual, comprising:
determining a level of sexual arousal of the female individual to manual genital manipulation, masturbation, or both; and
administering to the female individual by inhalation, [an odorant] effective to alter blood flow to the vagina compared to a baseline blood flow to the vagina without inhalation of the odorant.

27. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is positive; and
the odorant is selected from the group consisting of a baby powder odorant, a mixture of licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a floral-aldehydic perfume odorant, a mixture of lavender and pumpkin pie odorants, a mixture of baby powder and chocolate odorants, and combinations thereof;
whereby the blood flow to the vagina is increased by about 10-30 %.

C3
Cont
28. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is positive; and
the odorant is selected from the group consisting of a mixture of a licorice-based and cucumber odorant, a baby powder odorant, a mixture of a lavender and pumpkin pie odorant, a mixture of a baby powder and chocolate odorant, and combinations thereof;
whereby the blood flow to the vagina is increased by about 4-15 %.

29. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is positive; and
the odorant is a combination of a licorice-based odorant and a cucumber odorant.

30. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is negative; and

the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, a cherry odorant, a mixture of licorice-based and cucumber odorants, a floral-aldehydic perfume odorant, and combinations thereof;

whereby the blood flow to the vagina is decreased by about 10-20%.

31. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is negative; and

the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, a cherry odorant, and combinations thereof.

32. A method for altering blood flow to the vagina of a female individual, comprising:
measuring a baseline blood flow to the vagina of the female individual;

determining a level of sexual arousal of the female individual to manual genital manipulation, masturbation, or both; and

administering to the female individual by inhalation (an odorant) effective to alter blood flow to the vagina compared to the baseline blood flow to the vagina.

34. The method of Claim 43, further comprising, prior to the step of administering the odorant, at least one step selected from the group consisting of:

the step of determining a level of sexual arousal of the female individual to manual genital manipulation, to masturbation, or both; the step of measuring a baseline vaginal blood flow of the female individual; and a combination thereof.

35. The method of Claim 43, whereby inhalation of the odorant increases the blood flow to the vagina by about 10-30 %.

38. A method of altering blood flow to the vagina of a female individual, comprising:

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providing an odorant to a female individual for inhalation to decrease the blood flow to the vagina by about 10-20%;

wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, a cherry odorant, a mixture of licorice-based and cucumber odorants, and combinations thereof.

39. The method of Claim 43, wherein the odorant is provided in a delivery device selected from the group consisting of a vial, jar, pouch, can, bottle, blister pack, and a scratch-and-sniff odor patch containing microcapsules of the odorant.

40. The method of Claim 43, wherein the odorant is provided in a form selected from the group consisting of a cloth scented with the odorant, an aerosol spray, a pump-type spray, a nasal spray, a liquid or solid form of the odorant contained in a vessel having a cap, a liquid or solid form of the odorant contained in a blister pack, and microcapsules of the odorant contained in a scratch-and-sniff odor patch.

41. The method of Claim 43, wherein the odorant is provided in the form of a cream or a cologne.

42. The method of Claim 43, wherein the odorant is provided in a liquid form contained in a dispenser.

43. A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina,
wherein the odorant comprises a mixture of a licorice-based odorant and a cucumber odorant.

44. A method for increasing blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to increase blood flow to the vagina by about 10-30%.

45. The method of Claim 44, wherein the odorant is selected from the group consisting of a mixture of licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a mixture of lavender and pumpkin pie odorants, a mixture of baby powder and chocolate odorants, and combinations thereof.

46. A method of decreasing blood flow to the vagina of a female individual, comprising:
administering a floral-aldehydic perfume odorant to a female individual for inhalation,
whereby the blood flow to the vagina is decreased.

47. A method of increasing blood flow to the vagina of a female individual, comprising:
administering a floral-aldehydic perfume odorant to a female individual for inhalation
whereby the blood flow to the vagina is increased.

WHAT IS CLAIMED:

1. A method for altering ~~vaginal~~ blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant ~~in an amount~~ effective to alter ~~vaginal~~ blood flow to the vagina;
wherein the odorant is selected from the group consisting of a mixture of licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a mixture of lavender and pumpkin pie odorants, a mixture of baby powder and chocolate odorants, and combinations thereof.
2. The method of claim 1, wherein the odorant is effective to increase ~~vaginal~~ blood flow to the vagina of the female individual by about 10-30%.
3. ~~The method of claim 2, wherein the odorant is selected from the group consisting of a baby powder odorant, a mixture of licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a floral aldehydic perfume odorant, a mixture of lavender and pumpkin pie odorants, and a mixture of baby powder and chocolate odorants.~~
4. The method of claim 1, wherein the odorant is effective to increase ~~vaginal~~ blood flow to the vagina of the female individual by about 4-15%.
5. ~~The method of claim 4,~~ A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is selected from the group consisting of a mixture of a licorice-based and cucumber odorant, a baby powder odorant, a mixture of a lavender and pumpkin pie odorant, and a mixture of a baby powder and chocolate odorant, and combinations thereof.

6. ~~The method of claim 1,~~ A method for altering blood flow to the vagina of a female individual, comprising:

administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is effective to decrease ~~vaginal~~ blood flow to the vagina of the female individual by about 10-20%.

7. The method of claim 6, wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, and a cherry odorant, a mixture of licorice-based and cucumber odorants, and ~~a floral-aldehydic perfume odorants.~~ combinations thereof.

8. ~~The method of claim 6,~~ A method for altering blood flow to the vagina of a female individual, comprising:

administering to the female by inhalation of an odorant to alter blood flow to the vagina;
wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, ~~and a cherry odorant,~~ and combinations thereof.

9. The method of claim 1, wherein the concentration of the odorant is effective to provide a suprathreshold but not irritant amount of the odorant.

10. The method of claim 9, wherein the concentration of the odorant is at about 25-55 decismel units.

11. The method of claim 1, further comprising: having the female individual inhale the odorant for about 1-3 minutes.

24. ~~The method of Claim 1, further comprising, prior to the step of administering the odorant,~~
~~the step of~~ A method for altering blood flow to the vagina of a female individual, comprising:
determining a level of sexual arousal of the female individual to manual genital
manipulation, to masturbation, or ~~both~~ both; and
administering to the female individual by inhalation of an odorant to alter blood flow to
the vagina.

25. ~~The method of Claim 1, further comprising, prior to the step of administering the odorant,~~
~~the step of~~ A method for altering blood flow to the vagina of a female individual, comprising:
measuring a baseline ~~vaginal~~ blood flow to the vagina of the female ~~individual~~ individual;
and
administering to the female by inhalation of an odorant to alter blood flow to the vagina.

26. A method for altering ~~vaginal~~ blood flow to the vagina of a female individual, comprising:
determining a level of sexual arousal of the female individual to manual genital
manipulation, masturbation, or both; and
administering to the female individual by inhalation, an odorant ~~in an amount~~ effective to
alter ~~vaginal~~ blood flow to the vagina compared to a baseline ~~vaginal~~ blood flow to the vagina
without inhalation of the odorant.

27. The method of Claim 26, whereby the level of sexual arousal to manual genital
manipulation, masturbation, or both, is positive; and
the odorant is selected from the group consisting of a baby powder odorant, a mixture of
licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber
odorants, a floral-aldehydic perfume odorant, a mixture of lavender and pumpkin pie
odorants, ~~and~~ a mixture of baby powder and chocolate odorants, and combinations thereof;
whereby the ~~vaginal~~ blood flow to the vagina is increased by about 10-30 %.

28. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is positive; and

the odorant is selected from the group consisting of a mixture of a licorice-based and cucumber odorant, a baby powder odorant, a mixture of a lavender and pumpkin pie odorant,~~and~~ a mixture of a baby powder and chocolate odorant, and combinations thereof;

whereby the ~~vaginal~~ blood flow to the vagina is increased by about 4-15 %.

29. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is positive; and

the odorant is a combination of a licorice-based odorant and a cucumber odorant.

30. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is negative; and

the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, a cherry odorant, a mixture of licorice-based and cucumber odorants,~~and~~ a floral-aldehydic perfume odorant, and combinations thereof;

whereby the ~~vaginal~~ blood flow to the vagina is decreased by about 10-20%.

31. The method of Claim 26, whereby the level of sexual arousal to manual genital manipulation, masturbation, or both, is negative; and

the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, ~~and a cherry odorant~~, a cherry odorant, and combinations thereof.

32. A method for altering ~~vaginal~~ blood flow to the vagina of a female individual, comprising:

measuring a baseline ~~vaginal~~ blood flow to the vagina of the female individual;

determining a level of sexual arousal of the female individual to manual genital manipulation, masturbation, or both; and

administering to the female individual by inhalation, an odorant ~~in an amount~~ effective to alter ~~vaginal~~ blood flow to the vagina compared to the baseline ~~vaginal~~ blood flow to the vagina.

33. ~~A method for altering vaginal blood flow of a female individual, comprising:
providing an odorant to a female individual for inhalation; whereby inhalation of the
odorant alters the vaginal blood flow of the female individual.~~

34. The method of Claim 33,43, further comprising, prior to the step of administering the odorant, at least one step selected from the group consisting of:

the step of determining a level of sexual arousal of the female individual to manual genital manipulation, to masturbation, or both; the step of measuring a baseline vaginal blood flow of the female individual; and a combination thereof.

35. The method of Claim 33,43, whereby inhalation of the odorant increases the vaginal blood flow to the vagina by about 10-30 %.

36. ~~The method of Claim 35, wherein the odorant is selected from the group consisting of a baby powder odorant, a mixture of licorice-based and banana nut bread odorants, a mixture of licorice-based and cucumber odorants, a floral-aldehydic perfume odorant, a mixture of lavender and pumpkin pie odorants, and a mixture of baby powder and chocolate odorants.~~

37. ~~The method of Claim 33, wherein inhalation of the odorant decreases vaginal blood flow by about 10-20%.~~

38. ~~The method of Claim 37,~~ A method of altering blood flow to the vagina of a female individual, comprising:

providing an odorant to a female individual for inhalation to decrease the blood flow to the vagina by about 10-20%;

wherein the odorant is selected from the group consisting of a licorice-based odorant, a charcoal barbecue smoke odorant, and a cherry odorant, a mixture of licorice-based and cucumber odorants, and a floral-aldehydic perfume odorants combinations thereof.

39. The method of Claim ~~33~~,43, wherein the odorant is provided in a delivery device selected from the group consisting of a vial, jar, pouch, can, bottle, blister pack, and a scratch-and-sniff odor patch containing microcapsules of the odorant.

40. The method of Claim ~~33~~,43, wherein the odorant is provided in a form selected from the group consisting of a cloth scented with the odorant, an aerosol spray, a pump-type spray, a nasal spray, a liquid or solid form of the odorant contained in a vessel having a cap, a liquid or solid form of the odorant contained in a blister pack, and microcapsules of the odorant contained in a scratch-and-sniff odor patch.

41. The method of Claim ~~33~~,43, wherein the odorant is provided in the form of a cream or a cologne.

42. The method of Claim ~~33~~,43, wherein the odorant is provided in a liquid form contained in a dispenser.

43. ~~The method of Claim 1,~~A method for altering blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to alter blood flow to the vagina,
wherein the odorant comprises a mixture of a licorice-based odorant and a cucumber odorant.

44. A method for increasing blood flow to the vagina of a female individual, comprising:
administering to the female by inhalation of an odorant to increase blood flow to the
vagina by about 10-30%.

45. The method of Claim 44, wherein the odorant is selected from the group consisting of a
mixture of licorice-based and banana nut bread odors, a mixture of licorice-based and

cucumber odorants, a mixture of lavender and pumpkin pie odorants, a mixture of baby powder and chocolate odorants, and combinations thereof.

46. A method of decreasing blood flow to the vagina of a female individual, comprising:
administering a floral-aldehydic perfume odorant to a female individual for inhalation,
whereby the blood flow to the vagina is decreased.

47. A method of increasing blood flow to the vagina of a female individual, comprising:
administering a floral-aldehydic perfume odorant to a female individual for inhalation
whereby the blood flow to the vagina is increased.